

Message Text

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ACTION CU-04

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USIA FOR IWE, ICS

DEPT FOR CU

SUBJ: SUPPORT FOR SPANISH DEPARTMENT STORE'S SALES
PROMOTION U.S. PRODUCTS

1. GALERIAS PRECIADOS, ONE OF SPAIN'S TWO LEADING
DEPARTMENT STORE CHAINS, WILL HOLD A MILLION-DOLLAR
SALES PROMOTION OF U.S. PRODUCTS IN AT LEAST TEN OF ITS
STORES NATIONWIDE FOR MINIMUM THREE-WEEK PERIOD DURING
1975 SPRING SEASON.

2. COMMERCE HAS AUTHORIZED \$25,000 IN SUPPORT OF
PROMOTION. GALERIAS URGES FURTHER USG PARTICIPATION,
ESPECIALLY IN FORM OF ATTRACTIVE EXHIBITS, DISPLAY
MATERIALS AND PERFORMERS. EMBASSY CONCURS NEED FOR
SUCH SUPPORT OVER AND ABOVE COMMERCE'S FINANCIAL
CONTRIBUTION. PROMOTION BOTH AN OPPORTUNITY TO SELL
U.S. MERCHANDISE WHICH MAY TOTAL UP TO TWO MILLION DOLLARS
AND EXPLOIT AS VEHICLE FOR PROMOTING U.S. BICENTENNIAL,
TOURISM, CULTURE, ETC.

3. EMBASSY ECON/COMMERCIAL SECTION AND POST PLAN TO
MARSHAL LIMITED PROMOTION MATERIALS AVAILABLE AMONG LOCAL
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SOURCES, BUT WOULD LIKE TO KNOW IF ADDITIONAL SUPPORT

CAN BE OBTAINED FROM AGENCY AND DEPARTMENT.

4. COMMERCE HAS ADVISED LIKELY AVAILABILITY MOON ROCK DISPLAY. IN ADDITION, ATTRACTIVE EXHIBITS ON THEMES OF AMERICANA, POSTERS, FLAG DISPLAYS, BICENTENNIAL PROMO MATERIALS AND MOST IMPORTANTLY, AMERICAN PERFORMERS, ESPECIALLY POP AND FOLK ARTISTS, ETC. ARE NEEDED TO INSURE FULLEST IMPACT ON HUNDREDS OF THOUSANDS OF POTENTIAL SHOPPERS WHO WILL FREQUENT STORES DURING THIS SALES CAMPAIGN, BACKSTOPPED BY HEAVY NATIONAL NEWSPAPER AND RADIO-TV ADVERTISING.

5. REQUEST AGENCY AND DEPARTMENT ADVISE PROSPECTS OBTAINING SUCH SUPPORT KEEPING IN MIND MINIMAL FINANCIAL RESOURCES AVAILABLE EMBASSY ELEMENTS FOR PURCHASE MATERIALS AND PAYMENT ARTISTS FEES.
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